

Governor Ronnie Musgrove
State of Mississippi
2000 – 2004

Communications Plan
Office of the Governor

The following is a communications outline aimed at positively promoting Governor Ronnie Musgrove to the people of the State of Mississippi and to the people of the United States.

Objectives

Generate awareness and positive public perception of Governor Ronnie Musgrove.

- Strengthen relationships with statewide media.
- Build relationships with out-of-state/national media.
- Utilize public appearance opportunities to solidify Governor Musgrove's role in positive events, programs, press conferences.
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